

Title: Strategic planning in sports clubs – TASK Silueta Praha

Objectives: The objective of this diploma thesis is to conduct a strategic development plan for the competitive part of the sports club TASK Silueta Praha. The plan will be created for the time period between the 1st July 2011 and the 30th June 2014. The individual steps of strategic planning represent the partial tasks of the thesis.

Methods: The analysis of TASK Silueta Praha takes form of a case study. In order to gain an in-depth knowledge about the current situation and the future opportunities of the club a series of research methods is used. These represent in particular: qualitative interview, analysis of texts and documents, survey and SWOT analysis.

Outcomes: TASK Silueta Praha is a very attractive sports club for children and youth from the whole Prague area. Yet to become the number one Czech Rock'n'Roll sports club a number of changes and efforts towards underlining the present positive characteristics must be conducted in the next three years. The suggested strategic plan involving the areas of sport, organization, finance, marketing and social activities can most certainly help to fulfill this better future.

Key words: Strategic planning, sports club, goals, mission, SWOT analysis, plan